



WGHP-TV

ORDER

Print Date 09/07/12

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Flight Dates 09/04/12-09/10/12

Contract / Revision 566521 /

Original Date / Revision
09/07/12 09/07/12

Advertiser Obama/D/President

Agency GMMB/Greer Margolis Mitch

Buying Contact Laura Bassett

1010 Wisconsin Avenue
Suite 800
Washington, DC 20007Primary Account Executive
Brad Philipps

Account Executive	Order%	Start Date	End Date
Brad Philipps	100%		

Product
OBAMA FOR AMERICA

Agency Com 15%

Billing Contact
1010 Wisconsin Avenue
Suite 800
Washington, DC 20007Sales Office DC-M
Sales Region NAT
Agency Ref

Order Sep 00:15:00

Estimate # 1536

Alt Order # 9784024

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL PLC POL

Product Codes PL1Ab

Priority 7

Advertiser Ref

Revision

Order Share 28% Market Value 48000

Competing Station	% of Order	Amount
UNKWN	%	0
WFMY	29%	13920
WGPX	%	0
WLXI	%	0
WTWB	%	0
WUNL	%	0
WUPN	6%	2880
WXII	30%	14400
WXLV	7%	3360

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	56	\$11,424.00	\$13,440.00	0.00
Totals	56	\$11,424.00	\$13,440.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/09/12	56	\$11,424.00	\$13,440.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
1	8	09/04/12	09/07/12	M-F 5-6a FOX 8 Morning News	CM-All	5-6a	-TWT---	:30	1	\$75.00	7	0.00	NM	1	\$75.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	-TWT---	1		\$75.00		0.00						
2	8	09/04/12	09/07/12	M-F 6-7a Fox 8 Morning News	CM-All	6-630a (6:00 AM-6:30 AM)	-TWTF--	:30	2	\$250.00	7	0.00	NM	2	\$500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	-TWTF--	2		\$250.00		0.00						
3	8	09/04/12	09/07/12	M-F 6-7a Fox 8 Morning News	CM-All	630-7a (6:30 AM-7:00 AM)	-TWTF--	:30	2	\$250.00	7	0.00	NM	2	\$500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						



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Contract / Revision **566521** Flight Dates **09/04/12-09/10/12**

Hiatus Dates

Original Date / Revision 09/07/12/ 09/07/12

Order Sep 00:15:00

Advertiser **Obama/D/President**

Product **OBAMA FOR AMERICA**

Estimate # **1536**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
13	8	09/04/12	09/07/12	M-F 530-6P Fox 8 Early News 530-6P	CM-All	530-6p	-111---	:30	3	\$250.00	7	0.00 NM	3	\$750.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	-111---					3	\$250.00		0.00		
14	8	09/04/12	09/07/12	M-F 6-630p Fox 8 News at 6pm	CM-All	6-630p	--11---	:30	2	\$400.00	7	0.00 NM	2	\$800.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	--11---					2	\$400.00		0.00		
16	8	09/04/12	09/07/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	-TWT---	:30	1	\$180.00	7	0.00 NM	1	\$180.00
ACCESS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	-TWT---					1	\$180.00		0.00		
17	8	09/04/12	09/07/12	M-F 7-730p M-F 7-730p	CM-All	7-730p	-TWT---	:30	1	\$200.00	7	0.00 NM	1	\$200.00
EXTRA														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	-TWT---					1	\$200.00		0.00		
18	8	09/04/12	09/07/12	M-F 730-8p M-F 730-8p	CM-All	730-8p	-TWT---	:30	3	\$175.00	7	0.00 NM	3	\$525.00
TMZ														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	-TWT---					3	\$175.00		0.00		
19	8	09/05/12	09/05/12	Wednesday Prime Rotation SYTYCD	CM-All	8p-10p	--W----	:30	1	\$1,000.00	7	0.00 NM	1	\$1,000.00
X-FACTOR														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	--W----					1	\$1,000.00		0.00		
20	8	09/04/12	09/07/12	LN (M-F) Late News M-F	CM-All	10-11p	-TWT---	:30	2	\$525.00	7	0.00 NM	2	\$1,050.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	-TWT---					2	\$525.00		0.00		
E 21	8	09/08/12	09/08/12	Fox 8 News After Sports Fox 8 News After Sports	CM-All	11p-12a	-----S-	:30	2	\$225.00	7	0.00 NM	2	\$450.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	-----S-					2	\$225.00		0.00		
E 22	8	09/09/12	09/09/12	LN (Su) Late News Su	CM-All	10-11p	-----S	:30	2	\$200.00	7	0.00 NM	2	\$400.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	-----S					2	\$200.00		0.00		
23	8	09/09/12	09/09/12	Home Team Game Panthers Football on FOX	CM-All	415-8p (4:15 PM-8:00 PM)	-----S	:30	1	\$1,350.00	7	0.00 NM	1	\$1,350.00
NFL-PANTHERS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	-----S					1	\$1,350.00		0.00		
27	8	09/09/12	09/09/12	FOX News Sunday FOX News Sunday	CM-All	9-10a	-----S	:30	1	\$40.00	7	0.00 NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	-----S					1	\$40.00		0.00		



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Order Sep 00:15:00

Advertiser **Obama/D/President**

Product **OBAMA FOR AMERICA**

Estimate # **1536**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
27	8	09/09/12	09/09/12	FOX News Sunday FOX News Sunday	CM-All	9-10a	-----S	:30	1	\$40.00	7	0.00 NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	-----S					1	\$40.00		0.00		
28	8	09/04/12	09/07/12	M-F 430a-5a FOX 8 Morning News	CM-All	430a-5a	-TWT---	:30	3	\$25.00	7	0.00 NM	3	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	-TWT---					3	\$25.00		0.00		
29	8	09/07/12	09/07/12	LN (M-F) Late News M-F	CM-All	10-11p	----F--	:30	1	\$300.00	7	0.00 NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	----F--					1	\$300.00		0.00		
30	8	09/07/12	09/07/12	M-F 11a-12p M-F 11a-12p	CM-All	11a-12p	----F--	:30	1	\$45.00	7	0.00 NM	1	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	----F--					1	\$45.00		0.00		
31	8	09/07/12	09/07/12	M-F 430a-5a FOX 8 Morning News	CM-All	430a-5a	----F--	:30	1	\$10.00	7	0.00 NM	1	\$10.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	----F--					1	\$10.00		0.00		
32	8	09/07/12	09/07/12	M-F 5-6a FDX 8 Morning News	CM-All	5-6a	----F--	:30	1	\$35.00	7	0.00 NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	----F--					1	\$35.00		0.00		
33	8	09/07/12	09/07/12	M-F 6-630p Fox 8 News at 6pm	CM-All	6-630p	----1--	:30	1	\$210.00	7	0.00 NM	1	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	----1--					1	\$210.00		0.00		
34	8	09/07/12	09/07/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	----F--	:30	1	\$130.00	7	0.00 NM	1	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	----F--					1	\$130.00		0.00		
35	8	09/07/12	09/07/12	M-F 7-730p M-F 7-730p	CM-All	7-730p	----F--	:30	1	\$120.00	7	0.00 NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	----F--					1	\$120.00		0.00		
36	8	09/07/12	09/07/12	M-F 730-8p M-F 730-8p	CM-All	730-8p	----F--	:30	1	\$120.00	7	0.00 NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	----F--					1	\$120.00		0.00		
37	8	09/07/12	09/07/12	M-F 8-9a Fox 8 Morning News	CM-All	8-9a	----F--	:30	1	\$65.00	7	0.00 NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	----F--					1	\$65.00		0.00		
38	8	09/08/12	09/08/12		CM-All	12-4p		:30	1	\$300.00	7	0.00 NM	1	\$300.00



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Order Sep 00:15:00

Advertiser **Obama/D/President**

Product **OBAMA FOR AMERICA**

Estimate # **1536**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
ACC Football														
ACC Football														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	-----S-					1	\$300.00		0.00		
39	8	09/09/12	09/09/12	NFL Pregame (Reg Sea	CM-All	12p-1p	-----S	:30	1	\$350.00	7	0.00 NM	1	\$350.00
FOX NFL Pregame														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	-----S					1	\$350.00		0.00		
E 40	8	09/09/12	09/09/12	NFL Early Game	CM-All	1-415p	-----S	:30	2	\$750.00	7	0.00 NM	2	\$1,500.00
FOX NFL 1p														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	-----S					2	\$750.00		0.00		
													Totals	56 \$13,440.00